

**2010 ANNUAL REPORT**  
**THE MISSOURI FILM COMMISSION**



## 2010: THE YEAR IN REVIEW

*Bill Lennon  
Chair, Missouri Film Commission*

2010 was of opportunity and challenges for the Missouri Film Commission. The opportunity was born in the very public success of two Missouri productions of the previous year, “Up in the Air” and Sundance Grand Prize winning “Winter’s Bones.” The challenges arose in the current anti-tax credit fervor that has gripped our legislators.

In these economically trying times, close scrutiny of these programs *is* necessary. The challenge for our Commission is to plainly show the value of the film tax credit.

The goals of our Commission are to attract business here and to build an in-state industry. The two productions mentioned above pumped over \$12,000,000 into our economy. More importantly, they employed over 130 Missourians; truck drivers, electricians, caterers, actors and technical personnel. There are over forty different occupations that can be impacted by a single production.

The motion-media industry, which includes video, film, television, graphics, game design and the new forms of social media, is one of the growing industries of the 21<sup>st</sup> century. Every youngster with a cell phone is not making videos. Do we want the youth of Missouri to have to leave our State in order to find work in this field?

This is not about Hollywood and celebrities; this is about jobs and building an industry here in Missouri. The film tax credits, less than one percent of the total tax credits in our State, we are the tools with which we build this industry.

## 2010 FILM PRODUCTIONS

### JANUARY 2010

1. TLC was in Missouri for four days in December shooting segments of the show *Toddlers and Tiaras*. Filming took place in Farmington on Dec. 9 and 10 and in Jackson on Dec. 11 and 12.

Locations: Farmington and Jackson      Days of Production: 4

2. The Gideons International, shot commercials around Kansas City: Kansas City International Airport, Park Hill South High School, University of Missouri-Kansas City and at a suburban home in Northland Kansas City.

Locations: Major Kansas City-area      Days of Production: 10

3. Arable Entertainment in collaboration with Director Nathan Truesdell shot a bumper on Jan. 7-10 in Columbia for the 2010 True/False Film Festival.

Location: Columbia      Days of Production: 4

4. The Missouri Baptist Health Center shot a commercial for the hospital on location in St. Louis. The commercial was produced by Limbo Films of Portland, Ore.

Location: St. Louis      Days of Production: 2

5. Story Co. out of Chicago shot a commercial in Kansas City on Dec. 12-13.

Location: Kansas City      Days of Production: 2



### FEBRUARY 2010

1. Brant FX, Kansas City, completed visual effects work on the ABC television show, *Flash Forward* as well as the AMC series *Breaking Bad*.

Location: Kansas City      Days of Production: Year-round

2. Kansas City based photographer Nick Vedros shot print ads for Capital One around the Kansas City area.

Location: Kansas City      Days of Production: 2

3. Rick Cowan was the local producer on a Sprint that shot in Kansas City.

Location: Kansas City      Days of Production: 4

4. Wright-Laird Casting of Kansas City cast a TV spot for food and grocery wholesalers CHS. MK12, also out of Kansas City, produced the commercial and did the graphics.

Location: Kansas City      Days of Production: 4

5. Capital One Bank shot a print ad in Kansas City. Vedros Photography of Kansas City produced and shot the ad.

Location: Kansas City      Days of Production: 2



### MARCH 2010

1. A full-length thriller entitled *A Horrible Way to Die* shot in Columbia throughout the month of March. The film employed roughly 20 Missourian's including Columbia's Arable

Entertainment, and was produced by Columbia's Kim Sherman. The film was sold for distribution at the Toronto International Film Festival.

Location: Columbia

Days of Production: 24

2. Sprint shot a commercial March 3-5 in Kansas City.

Location: Kansas City

Days of Production: 3

3. Wright-Laird Casting cast a Price Chopper commercial that shot on Thursday, March 7. Rich Ambler of Kansas City produced the TV spot.

Location: Kansas City

Days of Production: 2

4. St. Louis' Coolfire Media launched a mobile banking tutorial for Commerce Bank and *InMagazine*, an on-line magazine site for The Consortium.

Location: St. Louis

Days of Production: Year-round

## APRIL 2010

1. Columbia-based filmmaker Andrew Droz Palermo shot a dramatic short in Columbia, Jefferson City, and Rich Hill. The film has been accepted into major film festivals.

Locations: Columbia, Rich Hill, Jefferson City

Days of Production: 21 days



2. Joel Manby, the president and CEO of Herschend Family Entertainment, which owns Silver Dollar City and Showboat Branson Belle, was featured on CBS' new reality series *Undercover Boss* on Sunday, March 27.

Location: Branson

Days of Production: 2

3. Rumor Films of Chicago shot a commercial in Columbia last week for Columbia Regional Hospital.

Location: Columbia

Days of Production: 1

4. Vatterott Educational Systems, which has eight campuses throughout Missouri, shot a promotional video for the school's paralegal program in Independence at the historic Independence Square Courthouse.

Location: Independence

Days of Production: 1

5. Filmmakers from LA were in St. Joseph working on a documentary about the Pony Express in conjunction with the Pony Express' sesquicentennial.

Location: St. Joseph

Days of Production: 30 days

6. Wright/Laird Casting of Kansas City cast several projects:

- a. Web-based video for SAP, the world's leading provider of business software;
- b. In-store videos for Sprint;
- c. TV spots for Silver Dollar City; and
- d. A commercial for the Missouri Division of Tourism.

Location: Kansas City area

Days of Production: 8

7. Nick Vedros Photography shot a print ad for Capital One in the Kansas City area and shot an ad for Pfizer as well on April 17-19.

Location: Kansas City

Days of Production: 3

8. Argosy Casino Hotel & Spa shot several TV spots on May 17. The shoot took place at a diner, an office complex, the casino, as well as a Kansas City residence.

Location: Kansas City area Days of Production: 1



9. Missouri Department of Tourism filmed four TV spots in Kansas City. Rick Cowan of Kansas City managed the locations. Casting was handled by Wright/Laird Casting also of Kansas City. KC's Take2 Productions handled the shoot; St. Louis' Hoffman- Lewis Ad Agency oversaw the production.

Location: Kansas City Days of Production: 7

10. Kansas City-based Emmy award-winning production company Wide Awake Films partnered with Los Angeles-based Travelin' Productions to produce the independent film, *Arkansas Traveler*. Kansas City production, which began in late March, utilized many local Kansas City crew members.

Location: Kansas City Days of Production: 4

11. Stick Figure Productions was in St. Louis for three days earlier this month filming a documentary on Joseph Pulitzer for HBO.

Location: St. Louis Days of Production: 3

12. Rapper, actor, and St. Louis native Nelly shot a music video, *Money Talks*, in Fenton.

Location: Fenton Days of Production: 3

## MAY 2010

1. Kuhn & Wittenborn of Kansas City did two web commercials for GEHA (Government Employees Health Association). Mark Ciersdorff of Kansas City produced.

Location: Kansas City Days of Production: 2

2. A new series called *Portrait of a Country Singer* shot in various towns and cities in Missouri on April 26-May 7.

Location: Branson Days of Production: 14

3. Take2 Productions of Kansas City produced several commercials for Southern Illinois Hospital. Prairie Dog/TCG of Kansas City was the ad agency that handled the shoot.

Location: Kansas City Days of Production: 1

## JUNE 2010

1. Food Network's new show *Food Feuds* was in St. Louis in June for a segment on gooey butter cake.

Location: St. Louis Days of Production: 1

2. SAP, a global business solutions company, shot an Internet spot around Kansas City. Terry Gerkovich and T2 Productions worked on the production.

Location: Kansas City Days of Production: 1

3. Buffalo Wild Wings shot an Internet spot in Kansas City on June 3-5. Mark Ciersdorff and T2 Productions of Kansas City worked on the spot.

Location: Kansas City Days of Production: 3

## JULY 2010

1. Drew Hall of Columbia directed and produced the web series *The Virgin Mattress*, a branded entertainment project with the ad agency Pure of Columbia. Wright/Laird of Kansas City handled the casting.

Location: Columbia Days of Production: 7

## AUGUST 2010

1. A television commercial for Pioneer, titled *Big Picture*, was handled by McCormick Company of Kansas City. Produced in the Kansas City area, the spot was conceptualized and led by McCormick of Kansas City with the assistance of BrantFX, also of Kansas City. This national ad ran live for 13 weeks.

Location: Kansas City area Days of Production: 8

2. The PGA (Professional Golfers' Association), in conjunction with the Richards Group ad agency of Dallas, filmed two national commercials in Branson on Aug. 4-8. Production support was provided by Branson-based production company, Jackson-Appleton, and Backstage Connections, a Branson set design firm. More than 15 local production pros worked the shoot.

3. HGTV was in St. Louis for the fifth season of *Bang For Your Buck*, which was filmed in St. Louis on Sept. 8-11.

Location: St. Louis Days of Production: 4

## AUGUST 2010

1. Frantic Films, a Winnipeg production company, was in Springfield on Aug. 24 to shoot an episode of *The Opener*, a new series for the Canadian Food Network, which features new restaurant openings. The production featured new Springfield restaurant Savor, which opened on Sept. 6.

Location: Springfield Days of Production: 14

2. The Missouri Lottery shot several spots in Kansas City. Kansas City's Gitchigumi Films produced the spots.

Location: Kansas City Days of Production: 4

3. Price Chopper filmed several TV spots around the Kansas City area with T2 Productions and Back Alley Films.

Location: Kansas City Days of Production: 3

4. The History Channel was in St. Louis in late August for more than a week's worth of shooting on an upcoming multi-part series on infrastructure.

Location: St. Louis Days of Production: 8

## SEPTEMBER 2010

1. *American Idol* was in the Kansas City area on Aug. 10-15 shot a 10-year anniversary special focusing on past Idol-winner David Cook.

Location: Blue Springs Days of Production: 6

2. Kansas City-based companies Wright/ Laird Casting and Third Eye Productions worked on a national Build-A-Bear commercial for Barkley.

Location: Kansas City Days of Production: 3

3. Garmin shot a commercial for the Internet around the Kansas City area.  
Location: Kansas City Days of Production: 3

## OCTOBER 2010

1. ESPN's *College Game Day* was in Columbia for the national broadcast of Mizzou's homecoming game.  
Location: Columbia Days of Production: 4

2. Rick Cowan of Kansas City directed two Public Service Announcements for Literacy Kansas City in the Kansas City area.  
Location: Kansas City Days of Production: 6

3. A pilot episode for a television series named *Morning Light* was shot in Christian County.  
Location: Christian County Days of Production: 3

4. Vedros Photography shot a large campaign for Bernstein-Rein of Kansas City for Banfield Clinics.  
Location: Kansas City Days of Production: 3

5. Wright/Laird Casting and Third Eye Productions recently completed a spot for Colgate and Build-A-Bear.  
Location: Kansas City Days of Production: 4

6. Blue Cross shot commercials in the Kansas City area.  
Location: Kansas City Days of Production: 1

## NOVEMBER 2010

1. Missourians Roger Brant and Rick Cowan shot (as director of photography and producer, respectively) an excerpt of an upcoming film, *Joan Dark*, written and directed by Jeff Tamblyn and Bob Hurst of the Kansas City area. The shoot took place on Nov. 6-7.  
Locations: Kansas City Days of Production: 2

2. *Waterwalk*, a film by Roger Rapoport, shot on the Mississippi around St. Louis and Hannibal on Oct. 24-26.  
Locations: Hannibal and St. Louis Days of Production: 4

3. The History Channel pilot *\$OLD!* filmed at the Lake of the Ozarks.  
Location: Osage Beach Days of Production:

4. *Good Morning America* stopped in Columbia for a few slices of pizza at Shakespeare's Pizza on Nov. 15.  
Location: Columbia Days of Production: 1



## DECEMBER 2010

1. Columbia-based filmmaker Andrew Droz Palermo directed and shot the bumpers and commercials for the 2011 True/False Film Festival in Columbia. Palermo also shot the poster for the festival. Columbia's Kim Sherman produced and Springfield's Mike Strain did special effects.  
Location: Columbia Days of Production: 5



2. Rick Cowan of Kansas City produced a couple commercials for The Missouri Lottery for Superlounge, a KCOM production company.

Location: Kansas City

Days of Production: 6

3. Wright/Laird Casting had several projects:

- a. Missouri Lottery spot for Barkley Productions;
- b. Keystone ad campaign with Kansas City photographer Nick Vedros;
- c. A spot for Executive AirShare; and
- d. An ad for Banfield Clinics for Bernstein Rein.

Location: Kansas City

Days of Production: 7

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## HISTORICAL BACKGROUND OF THE COMMISSION

The Missouri Film Commission was created in 1983 to attract film, television, video and cable productions to Missouri, and to promote the growth of the film and video production industry within Missouri. The mission of the Missouri Film Commission is to encourage capital investment to develop a viable infrastructure, including an experienced professional workforce, for motion media production in Missouri. The ultimate goal of the Commission is to achieve a self-sustaining production industry that will increase employment opportunities, entrepreneurial opportunities and generate additional revenue in the state.



## COMMISSION PRIMARY RESPONSIBILITIES:

RSMo 620.1200 states two main responsibilities for the board:

- 1) Advise the Director of the Department of Economic Development on the promotion of the development of film production and facilities in Missouri.
- 2) Provide an evaluation report to the governor and the general assembly, including any recommendations on the removal of barriers so that film production in Missouri may be more easily promoted and the development of state incentives to attract private investment in film production in the state.

## Commission Membership

### Commissioners

Chairman, Bill Lennon, Branson

Senator Curt Schaefer, Columbia

Senator Robin Wright-Jones, Saint Louis

Representative Leonard Jonas Hughes, Kansas City

Representative Mike Sutherland, Warrenton

James Palumbo, Saint Louis

Shawn McLaren, Kansas City

Cindy Sheltmire, Columbia

**Department of Economic Development Staff**

Sherry Anderson, Boards and Commissions Coordinator  
Brenda Horstman, Finance Team Manager  
Melody Worley, Finance Team Incentive Specialist  
Grey Jackson, Finance Team Incentive Specialist

**Missouri Film Office**

Jerry Jones, Director  
Andrea Sporcic, Assistant Director  
Jenna Vaughan, Administrative Assistant

## THE MISSOURI FILM OFFICE

The Missouri Film Office supports the objectives of the Commission by marketing the state to filmmakers across the country (and internationally) while providing a full range of support services designed to attract individual film projects to the state. The Missouri Film Office is backed by a strong and eager network of local contacts that help meet daily production needs throughout the state.

**The Missouri Film Office provides the following services:**

**1. Scouting**

The Film Office researches and documents any type of location background and supplies photographs or videotape shot to your specifications. We accompany you to the suggested locations and arrange for any necessary clearances.

**2. Pre-Production**

The Film Office provides detailed information on state and local film regulations, weather, production services, crew, talent, facilities, equipment and various support services such as hotels, caterers, transportation, etc.

**3. Liaison**

The Film Office works closely with the various federal, state and local officials, as well as institutions, private businesses and individuals to ensure your shoot is hassle-free.

**4. Recommendations**

The Film Office analyzes the economic impact that each film applying for production tax credits may have in Missouri and makes recommendations to the Department of Economic Development about which projects should receive tax credits.



## Film Production Tax Credit Program

The Missouri Department of Economic Development (DED) film production tax credit program is capped at \$4.5 million per year. The Department may issue a production company state income tax credits equaling up to 35% of the company's certified Missouri expenditures required to make a motion media production, and (by policy) 30% for qualifying out-of-state cast and crew expenditures.

By statute, a production must spend a minimum of \$100,000 for projects over 30 minutes in length, or \$50,000 for films 30 minutes and under (i.e., payments made to Missouri companies, organizations or individuals) to earn a tax credit. Only those Missouri expenditures that are necessary for the production are applicable. Such expenditures may include, but are not limited to, the costs for labor, services, materials, equipment rental, lodging, food, location fees and property rental.

The tax credits may be applied against state income taxes (excluding withholding taxes) or financial institution taxes. The credits can be applied by the original recipient against such tax liability, or they may be sold or transferred to another taxpayer and applied by the transferee against their tax liability. The credits may be used for the tax period during which they are earned, and can be carried forward for up to five additional tax periods.

## Film Commission 2010 Recommendations

### 2010 Film Tax Credit Authorizations

Title	Genre	Authorized Amount
Candy Coburn	Music Video	\$38,000.00
The New Missourians	Documentary	\$1,400,000.00
Terminal	Feature Film	\$87,500.00
SOLD!	Reality TV	\$18,000.00

### Administrative Support Provided by:

QuickTime™ and a  
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